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## **LEADING INDUSTRY PARTICIPANTS LAUNCH NEW INITIATIVE EXPLORING THE FUTURE OF THE U.S. DATA-DRIVEN TV ECOSYSTEM**

Founding members to help advertisers, programmers, and distributors unlock potential of data-driven TV marketplace

**New York, April 7, 2021, 10:15 EDT**

Today, founding members DISH Media, TransUnion, Blockgraph, MadHive, VideoAmp, Eyeota and TVSquared announced the launch of the TV Data Initiative, a new industry program designed to help the television industry – advertisers, agencies, MVPDs, programmers and other distributors – unlock the full potential of the new TV data ecosystem in the US.

As TVs have become increasingly connected, investment in data-driven audience-based advertising that can enhance television’s impact and value as a marketing platform has grown steadily, driving demand for high-quality, privacy-safe ad platforms and data sets that can fuel the industry’s future growth and development. The application of data has the potential to drive growth and innovation for the entire industry during the 2020s.

“DISH Media is committed to an open approach within the advanced advertising industry, and that includes leveraging data for transparency and accountability,” said Kevin Arrix, SVP of DISH Media. “As data-driven TV continues to grow, it’s increasingly important for us to find solutions that align data and identity with marketers’ efforts for improved efficiency and measurability, without jeopardizing customer information.”

The founding members of this new initiative are aligned to a mission to champion an improved data-driven TV ecosystem – one that supports advanced digital-style targeting, campaign measurement and attribution, and is competitive, open and innovative, while protecting consumers’ privacy.

“In this evolving ecosystem, it is critical that consumer data and identity information for marketing use be both accurate and compliant,” said Matt Spiegel, Executive Vice President, Marketing Solutions and Head of Media Vertical, TransUnion. “As streaming

behaviors accelerate and the TV ecosystem shifts, there are more complexities to consider around the underpinning of identity but also what that means for planning, targeting, and measurement.”

During the next six months, the founding members will work collaboratively with the wider industry to assess the current state of data in the advanced TV ecosystem, explore the main challenges and opportunities, and identify the priorities for unlocking the full potential of the new data-driven ecosystem in the years ahead.

Jason Manningham, CEO of Blockgraph, said: “We are thrilled to be participating in this critical effort to drive the TV data ecosystem forward. The next era of TV must be one defined by industry collaboration and connectivity. We need to work together to develop solutions that solve for the industry’s increasing complexity and fragmentation while at the same time addressing advertisers’ demand for data-driven capabilities in a way that always puts privacy first.”

“Quality data is a key component that helps to connect campaigns consistently across diverse channels and devices including TV,” said Kristina Prokop, co-founder and CEO of Eyeota “We are delighted to be a part of this initiative to bring greater transparency to TV data activation and to instill confidence for brands and advertisers investing in this space.”

The initiative will develop:

- A landscape overview of the data-driven TV ecosystem, with clear definitions and frameworks.
- A review of the opportunities ahead, as advertisers look to data to identify and describe audiences for their campaigns, and the building blocks required to support these activities.
- An analysis of the challenges and barriers currently facing different categories of industry participants, as they look to leverage data to support their campaigns and goals.
- An assessment of the potential for new collective arrangements to support data sharing, matching and quality, improving the operation of the data-driven TV ecosystem in the 2020s.

“Creating uniformity across the converged TV landscape is key to both unlocking the power of TV advertising and ensuring its scalable future,” said Jo Kinsella, President at TVSquared. “Through industry-wide collaboration, we can create a TV ecosystem where all sides of the trade win – from advertisers and media owners, to data providers

and publishers. We are excited to be part of an initiative dedicated to making this happen.”

The initiative will consult widely and deeply within the industry, providing regular updates on its progress via a program of events, seminars and roundtables that will explore the opportunities and challenges ahead.

"MadHive has always been passionate about the power of collaboration and open-source standards to solve many of our industry's toughest problems," said Adam Helfgott, CEO of MadHive. "We are excited to contribute to this innovative initiative."

Nick Chakalos, EVP & GM, Data and Supply at VideoAmp, said: "We believe the initiative will help deliver a collaborative vision for improving business outcomes for TV industry stakeholders, while also raising the bar for how we handle consumer data in a secure and privacy safe way."

The new initiative is being directed by three experienced industry executives: Jon Watts, Executive Director and Co-Founder of The Project X Institute, and Alan Wolk, Co-Founder of TV[R]EV, with Jonathan Steuer, VideoAmp's EVP of TV Strategy & Currency, advising the initiative in an independent capacity.

For more information about the TV Data Initiative, please visit [www.futuredata.tv](http://www.futuredata.tv) or email [info@futuredata.tv](mailto:info@futuredata.tv).

Founding members of the TV Data Initiative will be discussing identity resolution in the TV market, one of the key issues that will be addressed during the course of the initiative, at a special invite-only workshop hosted by the Coalition for Innovative Media Measurement (CIMM), on April 7th.

### **About the founding members of the TV Data Initiative**

DISH Media provides advertisers with intelligent solutions to efficiently maximize exposure to desired audiences across DISH and SLING TV. Through innovative platforms like addressable and programmatic, viewer measurement tools and access to custom audiences on DISH and SLING TV, advertisers employ strategically positioned, demographically targeted buys that enhance their national media campaigns. Visit [www.media.dish.com](http://www.media.dish.com).

Eyeota is an audience technology platform that enables the intelligent use of data. We work with marketers, data owners, and research companies to provide distinct, comprehensive and qualified audience data. Our technology platform transforms

audience data so that organizations can make smarter business decisions, understand customers and enrich marketing strategies. Eyeota was founded in 2010 and operates in Europe, Asia, Australia, and the Americas. Learn more at [www.eyeta.com](http://www.eyeta.com).

TVSquared is the global leader in cross-platform TV ad measurement. Our ADvantage platform empowers thousands of advertisers in more than 75 countries to inform TV media strategies and drive business growth. We measure reach, attribution and outcomes, and help identify the right audiences. TVSquared measures TV how people watch it – across screens and platforms. Learn more at [www.tvsquared.com](http://www.tvsquared.com).

Transunion is a global information and insights company that makes trust possible in the modern economy. We do this by providing a comprehensive picture of each person so they can be reliably and safely represented in the ecosystem. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good.® TransUnion's audience and identity solutions are designed with the connected consumer in mind. With an accurate and comprehensive identity graph and people-based technology, we move business forward for marketers and companies that serve them, to enable confident, addressable and personalized consumer experiences. Learn more at [www.transunion.com](http://www.transunion.com).

A TransUnion Company, Tru Optik's identity resolution powers the streaming media advertising ecosystem. Tru Optik's patented Household Graph™ of more than 80 million U.S. homes enables the world's leading brands, agencies, media companies and platforms to engage consumers across connected media, including connected TV, streaming audio and cloud-based gaming with unmatched scale, accuracy and privacy compliance. Our Data Marketplace is the definitive destination to buy and sell third-party data that powers connected media targeting, activation and measurement. To learn more about Tru Optik visit [www.truoptik.com](http://www.truoptik.com).

Blockgraph is the only Identity Operating System (IDoS) purpose-built for the convergent TV advertising industry, ensuring the highest levels of control, quality and security for data owners. Blockgraph's peer-to-peer identity and data confidentiality infrastructure provides a common syntax for companies to confidently and securely interchange household identifiers (IDs) and audiences, enabling participants to retain full control and ownership of their data while adhering to their customer privacy requirements. Blockgraph's IDoS empowers brands to quickly and accurately find, reach, and measure audiences across TV screens throughout the connected home. Blockgraph is industry-owned and maintains a rigorous commitment to creating a better, safer, and more efficient advertising and identity ecosystem for all participants. Blockgraph was founded by three of the largest media and video distribution

companies in the world: Comcast NBCUniversal, Charter Communications, Inc. and ViacomCBS Inc. For more information, please visit Blockgraph at [www.blockgraph.co](http://www.blockgraph.co).

MadHive is an enterprise software platform that powers modern media. MadHive's platform provides tools for audience forecasting, precision targeting and activation, and cross-screen attribution against its proprietary OTT-first device graph. Customers include advertisers that leverage MadHive's next-generation cryptography to prevent fraud and increase margins and broadcast giants that rely on the platform to power their linear reach extension offerings. For more information visit [www.madhive.com](http://www.madhive.com)

VideoAmp is an interoperable measurement and optimization platform that transforms wasteful mass marketing initiatives into smarter, data-driven strategies. Advertisers, agencies and media owners leverage VideoAmp's privacy-first suite of data and software solutions to gain a true deduplicated read of performance across linear TV, OTT, digital and walled garden media by connecting the dots between ad exposures, audiences and outcomes. VideoAmp measures and optimizes billions in advertising spend each year and is backed by The Raine Group, Ankona Capital and other leading venture capital groups. For more information visit [videoamp.com](http://videoamp.com).

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